

### Abstract

The invention provides a method for fastening a polymeric label to a glass, plastic or metal container or surface by  
10 means of a water based composition containing at least 30%  
by dry weight of animal glue that is activated into an  
adhesive by the following steps: (a) applying a layer of a  
hydrophilic solid material based on at least 30% by weight  
on protein from animal renderings to a polymeric label to  
15 form a hydrophilic layer that acts as an adhesive layer when  
activated with an aqueous medium; (b) applying a low  
deposition of water, a water based adhesive, water  
containing a cross-linking agent or an adhesive containing a  
cross-linking agent to the activatable hydrophilic layer  
20 sufficient enough to activate it into an adhesive and form a  
fastenable polymeric label; (c) fastening the fastenable  
polymeric label to a glass, plastic or metal container or  
surface; and (d) allowing said the polymeric label to dry on  
the glass, plastic or metal container or surface. Special  
25 mention is made using polymeric substrates that are  
optically clear or substrates that are opaque, especially  
where the opacity is achieved by cavitation or voiding of  
the substrate to produce pores or voids on the adhesive side  
of the label while reducing the density of the label  
30 substrate.